

ORDER



Orders

Order / Rev:	68536
Alt Order #:	9852564 /Brad
Product Desc:	LOU BARLETTA
Estimate:	469
Flight Dates:	10/29/12 - 11/06/12
Original Date / Rev:	10/26/12 / 10/26/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Brabender Cox Mihalke
Buying Contact:	
Billing Contact:	
	1218 Grandview Avenue
	Pittsburgh, PA 15211

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Barletta/R/Congress
Demographic:	A35+
Product Codes:	US Congress
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	84	\$46,590.00	\$39,601.50	November 2012	84	\$46,590.00	\$39,601.50	0.00
					Totals	84	\$46,590.00	\$39,601.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share		Share	Total
WHP-TV CBS21		23%	\$46,590.00
Market		100%	\$202,565.22

Competitive Share		Share	Total
EHP		0%	\$0.00
UNKWN		3%	\$6,076.96
WGAL		38%	\$76,974.78
WHTM		22%	\$44,564.35
WLYH		1%	\$2,025.65
WPMT		13%	\$26,333.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WHP	10/29/12	11/05/12	Late Late Show	CM	1235a-135a	MTWTF--	:30	3	\$35.00	P-2	0.00	NM	4	\$140.00
Late Late Show/Ferguson															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3	\$35.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$35.00			0.00					
2	WHP	10/29/12	11/06/12	CBS This Morning	CM	7a-9a	MTWTF--	:30	5	\$75.00	P-2	0.00	NM	7	\$525.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5	\$75.00			0.00					
		Week: 11/05/12	11/11/12	M-----		2	\$75.00			0.00					
3	WHP	10/29/12	11/05/12	M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
M-F 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
3	WHP	10/29/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 3 \$200.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$200.00 0.00															
4	WHP	10/29/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$325.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$325.00 0.00															
5	WHP	10/29/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	3	\$275.00	P-2	0.00	NM	4	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 3 \$275.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$275.00 0.00															
6	WHP	10/29/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	6	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$175.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$175.00 0.00															
7	WHP	10/29/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	6	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$175.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$175.00 0.00															
8	WHP	10/29/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	6	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$200.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$200.00 0.00															
9	WHP	10/29/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	6	\$4,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$700.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$700.00 0.00															
10	WHP	10/29/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	6	\$4,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$800.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$800.00 0.00															
11	WHP	10/29/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$325.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$325.00 0.00															
12	WHP	10/29/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	2	\$140.00	P-2	0.00	NM	3	\$420.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 MTWTF-- 2 \$140.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$140.00 0.00															
14	WHP	10/29/12	11/06/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M----- 1 \$2,250.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$2,250.00 0.00															
15	WHP	10/29/12	10/30/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M----- 1 \$3,250.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$3,250.00 0.00															
16	WHP	10/29/12	10/30/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,850.00	P-2	0.00	NM	1	\$2,850.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 M----- 1 \$2,850.00 0.00															
Week: 11/05/12 11/11/12 M----- 1 \$2,850.00 0.00															
17	WHP	10/29/12	11/06/12		CM	8p-9p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wed Reg 1											
				Wed 8p-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W---		1	\$3,000.00			0.00		0.00			
		Week: 11/05/12	11/11/12	-----		0	\$0.00								
18	WHP	10/29/12	10/31/12	Wed Reg 2	CM	9p-10p		:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Wed 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W---		1	\$3,000.00			0.00		0.00			
19	WHP	10/29/12	11/01/12	Thu Reg 1	CM	8p-9p		:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Thu 8p-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$3,000.00			0.00					
20	WHP	10/29/12	11/01/12	Thu Reg 2	CM	9p-10p		:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Thu 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$2,500.00			0.00					
21	WHP	10/29/12	11/02/12	Fri Reg 1	CM	8p-9p		:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
				Fri 8p-9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$1,350.00			0.00					
22	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot	CM	6p-630p		:30	3	\$140.00	P-2	0.00	NM	0	\$0.00
				CBS 21 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----12		3	\$140.00			0.00					
Spot	Ch	Date Range	Description		Start/End Time										
1	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot	6p-630p											
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
2	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot	6p-630p											
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
3	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot	6p-630p											
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
23	WHP	10/29/12	11/03/12	CBS This Morning Saturday Early Show	CM	9a-11a		:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
				Saturday Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$125.00			0.00					
24	WHP	10/29/12	11/03/12	Sa 7p-730p	CM	7p-730p		:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Sa 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$250.00			0.00					
25	WHP	10/29/12	11/03/12	Sat Reg 2	CM	9p-10p		:30	1	\$575.00	P-2	0.00	NM	4	\$995.00
				Sat 9p-10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$575.00			0.00					

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25	WHP	10/29/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	4	\$995.00		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/29/12				1		\$575.00	0.00										
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	WHP	10/29/12-11/04/12	Sat Reg 2	9p-10p			-----Sa--		:30	(\$575.00)	0.00	NM					
See MG 25.2,25.3,25.4,25.5 [Program Change]																	
2	WHP	11/04/12-11/04/12	NFL RS Pre Game	12p-1p			-----Su		:30	\$550.00	0.00	NM					
(M)	MG	for 22.3,22.1,22.2,25.1			[MG within Flight]												
3	WHP	11/03/12-11/03/12	SEC Day Game	Various			-----Sa--		:30	\$350.00	0.00	NM					
(M)	MG	for 22.3,22.1,22.2,25.1			[MG within Flight]												
4	WHP	11/03/12-11/03/12	Sa 1130p-1230a	1130p-1230a			-----Sa--		:30	\$60.00	0.00	NM					
(M)	MG	for 22.3,22.1,22.2,25.1			[MG within Flight]												
5	WHP	11/03/12-11/03/12	Sa 1230a-130a	1230a-130a			-----Sa--		:30	\$35.00	0.00	NM					
(M)	MG	for 22.3,22.1,22.2,25.1			[MG within Flight]												
26	WHP	10/29/12	11/04/12	Sa-Su 11p-1130p News CM CBS 21 News Weekend	CM	11p-1130p	-----11	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/29/12				-----11		2	\$200.00	0.00									
27	WHP	10/29/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/29/12				-----S		1	\$275.00	0.00									
28	WHP	10/29/12	11/04/12	Face the State Face the State	CM	1130a-12p	-----S	:30	1	\$110.00	P-2	0.00	NM	1	\$110.00		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 10/29/12				-----S		1	\$110.00	0.00									
29	WHP	10/29/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00		